

Strengthening Valley Farmers' Markets

Tuesday, December 4, 2007, 9 AM to 2 PM, New Market Rescue Squad Building, New Market, VA

The Shenandoah Valley has a range of Farmers' Markets, from efforts to reestablish Markets, to successful, long-established Markets, and everything in between. You are cordially invited to attend a workshop for Valley Farmers' Market market managers, board of directors members, interested vendors, those thinking of becoming vendors, and anyone with an interest in and capacity for strengthening their local Farmers' Market.



Schedule

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| 9-9:15 | <i>Opening Remarks</i> |
| 9:15-10 | <i>Keynote: Libbey Oliver, Williamsburg FM Manager</i> |
| 10-10:40 | <i>Market Manager's Panel: Critical Issues</i> |
| 10:40- 11 | <i>Break</i> |
| 11-11:45 | <i>How Farmers' Markets Contribute to Local Economic Development</i> |
| 11:45-12:30 | <i>Lunch</i> |
| 12:30 -1:30 | <i>So, You're Interested In Becoming a Vendor? Tom Womack, Staunton FM Manager</i> |
| 1:30-2:00 | <i>Brainstorming Session: Future Directions</i> |

- **Learn how to 'grow' your local Farmers' Market**
- **Vendor Recruitment: The reality of producing and selling at your local Farmers' Market -- what to expect**
- **The best Farmers' Market Boards of Directors and how to develop them**
- **Network with other Valley Market Managers, Vendors, and Board Members**
- **Great free lunch featuring local foods**

Directions: From I-81, take the New Market exit (about 20 miles north of Harrisonburg or 50 miles south of Winchester). Take Exit 264, then turn right onto US 211 (W Old Cross Road). Turn left onto Route 11 and travel ½ mile. The New Market Rescue Squad Building is on the right (9202 N.Congress St).

In order to prepare enough food, participants are encouraged to pre-register by contacting VCE-Rockingham County at 540/ 564-3080 by November 30th.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact the Rockingham County Extension Office at 540/ 564-3080 during business hours of 8 a.m. and 5 p.m. by November 30th. *TDD number is (800) 828-1120.

Amber D. Vallotton – Crop and Soil Sciences Agent

